IN THE CLAIMS:

1.(Original) A method of inhibiting amyloid plaque formation in a cell population comprising contacting said cell population with an effective amount of a compound selected from:

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one;

6-[2-(1H-Imidazol-4-yl)-ethoxy]-3,4-dihydro-2H-naphthalen-1-one;

E-(+/-)6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-2-thiophen-2-ylmethylene-3,4,-dihydro-2H-naphthalen-1-one;

6-[1-(4-Chloro-phenyl)-2-imidazol-1-yl-ethoxy]-3,4,-dihydro-2H-napththalen-1-one racemic;

(R) 6-(2-Imidzazol-1-yl-1-phenyl-ethoxy)-3,4-dihydro-2H-naphthalen-1-one;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-4-phenyl-3,4-dihydro-2H-naphthalen-1-one racemic;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-isopropoxymethyl-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-phenylaminomethyl-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-[2-(4-fluorophenyl)ethyl]-3,4-dihydro-2H-naphthalen-1-one;

(S) 5-Benzenesulfonylmethyl-6-(2-imidazol-1-yl-1-phenyl-ethoxy)-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethylsulfanyl)-5-phenethyl-3,4-dihydro-2H-naphthanlen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-(2-pyridin-2-yl-ethyl)-3,4-dihydro-2H-naphthalen-1-one;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-(2-pyridin-4-yl-ethyl)-3,4-dihydro-2H-naphthalen-1-one;

4-(5-Oxo-1-phenethyl-5,6,7,8-tetrahydro-naphthalen-2-yloxy)-4-phenyl-butyric acid;

6-[2-(3-Benzyl-3H-imidazol-4-yl)-ethoxy]-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one; trifluoro-acetate;

(S) [1-{(4-Benzyloxy-benzyl)-[(2-methyl-2-phenyl-propylcarbamoyl)-methyl]-carbamoyl}-2-(3H-imidazol-4-yl)-ethyl]-carbamic acid benzyl ester;

(S) [2-(1H-Imidazol-4-yl)-1-((4-methyl-benzyl)-{[(1-phenyl-cyclobutylmethyl)-carbamoyl]-methyl}-carbamoyl)-ethyl]-carbamic acid benzyl ester;

1-Methyl-4-(3-chlorophenyl)-6-[(4-chlorophenyl)-(1-methylimidazol-5-yl)aminomethyl]-2,3-dihydroquinolin-2-one; and

(S) [1-{(4-Benzyloxy-benzyl)-[(2-benzyloxy-ethylcarbamoyl)-methyl]-carbamoyl}-2-(1H-imidazol-4-yl)ethyl]-carbamic acid benzyl ester.

2.(Original) The method of Claim 1, wherein the compound administered is

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one.

3.(Original) The method of Claim 1, where said cell is in culture.

4.(Original) The method of Claim 1, wherein said cell population is in an animal.

5.(Original) The method of Claim 1, wherein said cell is a brain cell, a pancreatic cell, a kidney cell, a cardiac cell, a neuronal cell, or a thyroid cell.

6.(Original) A method for inhibiting amyloidosis in a patient comprising administering to said patient an amount effective to inhibit plaque formation of a compound selected from

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one;

6-[2-(1H-Imidazol-4-yl)-ethoxy]-3,4-dihydro-2H-naphthalen-1-one;

E-(+/-)6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-2-thiophen-2-ylmethylene-3,4,-dihydro-2H-naphthalen-1-one;

6-[1-(4-Chloro-phenyl)-2-imidazol-1-yl-ethoxy]-3,4,-dihydro-2H-napththalen-1-one racemic;

(R) 6-(2-Imidzazol-1-yl-1-phenyl-ethoxy)-3,4-dihydro-2H-naphthalen-1-one;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-4-phenyl-3,4-dihydro-2H-naphthalen-1-one racemic;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-isopropoxymethyl-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-y1-1-phenyl-ethoxy)-5-phenylaminomethyl-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-[2-(4-fluorophenyl)ethyl]-3,4-dihydro-2H-naphthalen-1-one;

(S) 5-Benzenesulfonylmethyl-6-(2-imidazol-1-yl-1-phenyl-ethoxy)-3,4-dihydro-2H-naphthalen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethylsulfanyl)-5-phenethyl-3,4-dihydro-2H-naphthanlen-1-one;

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-(2-pyridin-2-yl-ethyl)-3,4-dihydro-2H-naphthalen-1-one;

6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-(2-pyridin-4-yl-ethyl)-3,4-dihydro-2H-naphthalen-1-one;

4-(5-Oxo-1-phenethyl-5,6,7,8-tetrahydro-naphthalen-2-yloxy)-4-phenyl-butyric acid;

6-[2-(3-Benzyl-3H-imidazol-4-yl)-ethoxy]-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one; trifluoro-acetate;

(S) [1-{(4-Benzyloxy-benzyl)-[(2-methyl-2-phenyl-propylcarbamoyl)-methyl]-carbamoyl}-2-(3H-imidazol-4-yl)-ethyl]-carbamic acid benzyl ester;

(S) [2-(1H-Imidazol-4-yl)-1-((4-methyl-benzyl)-{[(1-phenyl-cyclobutylmethyl)-carbamoyl]-methyl}-carbamoyl)-ethyl]-carbamic acid benzyl ester;

1-Methyl-4-(3-chlorophenyl)-6-[(4-chlorophenyl)-(1-methylimidazol-5-yl)aminomethyl]-2,3-dihydroquinolin-2-one; and

(S) [1-{(4-Benzyloxy-benzyl)-[(2-benzyloxy-ethylcarbamoyl)-methyl]-carbamoyl}-2-(1H-imidazol-4-yl)ethyl]-carbamic acid benzyl ester.

7.(Original) The method of Claim 6, wherein said amyloidosis is associated with Alzheimer's disease.

8.(Original) A method of treating Alzheimer's disease comprising administering to a patient in need of treatment an effective amount of

(S) 6-(2-Imidazol-1-yl-1-phenyl-ethoxy)-5-phenethyl-3,4-dihydro-2H-naphthalen-1-one.